



U.S. Small Business
Administration

SUCCESS STORY

New Hampshire DISTRICT

Release Date: May 18, 2022

Release Number: NH-22-18

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SBA's 2022 New Hampshire Financial Services Champion

Denise Roy-Palmer of Wentworth Economic Development Corporation (WEDCO)



Meet SBA's 2022 New Hampshire Financial Services Champion Denise Roy-Palmer, Executive Director of the Wentworth Economic Development Corporation (WEDCO). Denise recently celebrated her 25th year with WEDCO. Over the course of her tenure, she has championed community and economic development in Strafford and Carroll Counties. While her official duties include the development and delivery of programs and services and overseeing the operation of this nonprofit economic development corporation, that does not begin to cover the depth of Denise's impact on the communities she serves.

Her belief in small business owners and the importance of their success, has been her passion for her long-standing career. Denise and Administrative Assistant, Rosemary Lounsbury, bring a team effort approach to the organization. Through their leadership and work, WEDCO's impact includes 113 loans amounting to \$7,114,501 in direct lending which leveraged an additional \$35,473,001 in funding, and the creation and retention of nearly 800 jobs. Denise's value extends beyond overseeing loan packages, she is a true advocate for the small businesses she serves which became even more evident over the past few years as she kept in close contact with her clients to help them navigate programs and find creative and innovative financial solutions during the pandemic. Over the years, she has facilitated and coordinated so many community and economic development projects that the true impact is immeasurable.



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To consider what the region would be like without her, you could recall the classic film, “It’s a Wonderful Life” which paints a picture of what might have happened if one local community champion had never existed.

Denise brings a positive, can-do attitude to her job and team and exemplifies the attributes of the Financial Services Champion Award. She is always seeking financial tools that support businesses and encourage the flow of investment capital to small ventures and advocates for changes in the financial services industry to assist small firms.

Over the years Denise has served on the boards and volunteered with many organizations that support small businesses including the NH Alliance of Regional Development Corporations, the NH Economic Developers Association, Eastern Lakes Region Housing Coalition, the Wolfeboro & Farmington Economic Development Committees, Hugging Hospital Community Committee, and the advisory board for Makers Mill. Denise’s efforts also promote overall regional attractions that make these communities special such as the Cotton Valley Rail Trail and the Explore Moose Mountain region. Nominator Amy Sterndale, advisor for the NH Small Business Development Center (NH SBDC) explained, “I cannot imagine how different the region would be today without her skillful management and leadership and when she decides to move on to her next chapter in life, she will leave a pair of proverbial large shoes to fill. But until then, I’m excited we can nominate her for this important award,”

For more information visit <https://wedco-nh.org/>.

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